

Last Received: 08/29/2012 2:05 PM
Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.
Advertiser () .AMERICAN CROSSROADS
Product American Crossroads
Estimate# 691
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/691
Flight Dates 09/18/2012 - 09/27/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: AMERICAN CROSSROADS SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$5875
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	10A-11A	FOX NWS SUNDAY	:30	\$100.00	09/23-09/23	1	1	1	\$100.00	
	3	W	10A-11A	MILLIONAIRE	:30	\$100.00	09/19-09/19	1	1	1	\$100.00	
	4	TH	10A-11A	MILLIONAIRE	:30	\$100.00	09/20-09/20	1	1	1	\$100.00	
	5	F	10A-11A	MILLIONAIRE	:30	\$100.00	09/21-09/21	1	1	1	\$100.00	
	6	M	10A-11A	MILLIONAIRE	:30	\$100.00	09/24-09/24	1	1	1	\$100.00	
	7	TU	10A-11A	MILLIONAIRE	:30	\$100.00	09/25-09/25	1	1	1	\$100.00	
	8	W	10A-11A	MILLIONAIRE	:30	\$100.00	09/26-09/26	1	1	1	\$100.00	
	11	W	10P-1045P	LATE NEWS	:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
	13	F	10P-1045P	LATE NEWS	:30	\$1,200.00	09/21-09/21	1	1	1	\$1,200.00	
	16	W	10P-1045P	LATE NEWS	:30	\$1,200.00	09/26-09/26	1	1	1	\$1,200.00	
	18	TU	1045P-11P	SPORTSWRAP	:30	\$500.00	09/18-09/18	1	1	1	\$500.00	

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	20	TH	1045P-11P	SPORTSWRAP	:30	\$500.00	09/20-09/20	1	1	1	\$500.00	
	22	TU	1045P-11P	SPORTSWRAP	:30	\$500.00	09/25-09/25	1	1	1	\$500.00	
	25	TU-F	5A-6A	RICKI LAKE	:30	\$15.00	09/18-09/21	3	1	3	\$45.00	
	26	M-TH	5A-6A	RICKI LAKE	:30	\$15.00	09/24-09/27	2	1	2	\$30.00	

---REPORT TOTALS---

Report Totals: 18 / \$5,875.00

---SALES MONTHLY TOTALS---

Sep 12: 18 / \$5,875.00

Sales Totals: 18 / \$5,875.00

Station Totals: 18 / \$5,875.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$45,192	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 27%
		WTVZ 0%	WVBT 13%	WVEC 23%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12, NOV11, MAY12, ENOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE